

**GOVERNMENT OF INDIA
MINISTRY OF CHEMICALS AND FERTILIZERS
DEPARTMENT OF PHARMACEUTICALS**

LOK SABHA
UNSTARRED QUESTION No. 4699
TO BE ANSWERED ON THE 20TH MARCH 2026

Jan Aushadhi Kendra in Uttar Dinajpur

4699. Shri Kartick Chandra Paul:

Will the Minister of **CHEMICALS AND FERTILIZERS** be pleased to state:

- (a) whether the Government is aware that six blocks including the border blocks of Chopra and Hemtabad in Uttar Dinajpur district of West Bengal are without any Jan Aushadhi Kendra, if so, the details thereof;
- (b) the steps being taken to establish Jan Aushadhi Kendras in the said blocks to ensure affordable and accessible healthcare for the residents of the said district;
- (c) the number of medicine sold by the existing four Jan Aushadhi Kendras in the said district during the last three years, year-wise; and
- (d) whether there are any plans to increase awareness and accessibility of affordable medicines in the said blocks?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS

(SMT. ANUPRIYA PATEL)

(a) and (b): Under Pradhan Mantri Bhartiya Janaushadhi Pariyojana scheme, a total of 894 Jan Aushadhi Kendras (JAKs) are opened in the State of West Bengal as on 28.02.2026, including 7 in Uttar Dinajpur district. 1 JAK is functional in Hemtabad Block. Currently, no JAK is functional in Chopra Block of Uttar Dinajpur district, West Bengal, and no applications have been received for opening a JAK there.

The Government has adopted a franchise-like model for opening of JAKs by inviting online applications from individual entrepreneurs, non-governmental organisations, societies, trusts, firms, private companies, etc. Any individual having D. Pharma. or B. Pharma. qualification either herself/himself or any individual or organisation who has employed a person with such qualification as a pharmacist for obtaining drug licence from the State Licensing Authority concerned is eligible to open a Jan Aushadhi Kendra. Online applications have been invited from all districts of the country, including Dinajpur district, West Bengal through the website www.janaushadhi.gov.in.

(c): Details of sale by Jan Aushadhi Kendras opened in Uttar Dinajpur district of West Bengal during the last three years, year-wise is as under:-

Sl. No.	Financial Year	No. of JAK functional	Total sale at MRP (in ₹ Lakh)
1	2022-23	3	21
2	2023-24	4	25
3	2024-25	4	30

(d): To increase awareness and accessibility of affordable medicines supplied through JAKs, targeted awareness campaigns about the benefits of Janaushadhi medicines are conducted on a regular basis:

- i. *Awareness campaigns*: Pharmaceuticals and Medical Devices Bureau of India (PMBI), which is the implementing agency for PMBJP conducts awareness campaigns in coordination with bodies and platforms such as the Central Bureau of Communication, PIB, MyGov and MY Bharat, in various modes such as print, television, radio, social media platforms, outdoor hoardings, community engagement, etc.
- ii. *Interactive messages/calls*: Outreach and citizen engagement are also pursued through WhatsApp chatbot and outbound calls to inform citizens regarding the quality of Janaushadhi products and the large savings that accrue from purchase of the same from nearest JAK.
- iii. *Jan Aushadhi Week*: Jan Aushadhi Week is celebrated every year in the first week of March during which special campaigns such as public rallies, health camps, seminars in pharmacy colleges, children engagement programmes, etc. are conducted across the nation to educate citizens, healthcare professionals and other stakeholders about the benefits of Janaushadhi generic medicines.
- iv. *Messages from eminent persons*: Audio/video messages from well-known persons such as public representatives and eminent doctors are disseminated on social media platforms to highlight the benefits of Janaushadhi medicines and dispel myths associated with respect to their quality.
- v. *Public engagement programme in rural areas*: To educate citizens in local languages/dialects, publicity is also done through health camps, *nukkad-natak*, audiovisual display at Common Service Centres and public engagement workshops in association with local JAKs in rural areas.
